

POLICY NUMBER: 2.00.175**EFFECTIVE DATE:** 7/20/06**TITLE:** Communications Policy**SUPERSEDES:** N/A**BOARD ADOPTION:** 7/20/06**APPROVED:** *Joseph A. Dear*

INTRODUCTION

The Washington State Investment Board (WSIB) respects the right of the public to be informed and is committed to communicating openly and responsively about WSIB policies, programs, decisions, and services. To ensure the WSIB consistently provides accurate and timely information the Board has adopted this policy.

POLICY

Under the direction of the executive director, the WSIB will:

- ◆ Provide information in multiple formats and through a variety of channels to accommodate the diverse needs and interests of our constituents, the news media, elected officials, and the general public.
- ◆ Routinely evaluate current communication practices and methods to ensure the consistent and timely delivery of effective and relevant information.
- ◆ Encourage open communication while still abiding by state laws that govern disclosure of information, applicable court rules, WSIB policies and charters on public disclosure, code of conduct, stakeholder communications, and the executive director.
- ◆ Work collaboratively with other public agencies that have responsibilities, actions, and policies that involve the WSIB to provide coherent and reliable information on mutual issues and concerns.

ROLES AND RESPONSIBILITIES

Executive Director:

- ◆ As established in the WSIB's Executive Director Charter (1.00.180 (20)): "The Executive Director will serve as the spokesperson for the WSIB, unless the Board determines that, in certain situations, it would be inappropriate for the Executive Director to serve in such capacity. In such cases, the Chair will serve as the spokesperson."
- ◆ The executive director is supported in this role by appointed WSIB staff including the public affairs director, other executive management members, and senior management staff.

Public Affairs:

- ◆ Cultivate proactive stakeholder relations to promote awareness and understanding of WSIB policies, programs, services, and decisions.
- ◆ Manage communications strategies and assist the executive director (or designated staff) in responding to media inquiries and interview requests.
- ◆ Ensure the use of plain and appropriate language in all written and verbal communications.
- ◆ Stay current with new developments in communications practices and technologies to enhance dissemination of information, foster interactive communications, and improve service performance.
- ◆ Provide timely information to constituents.